

ICA SVERIGE AB

Head of Analytics



Carolina Steinmetz Singer

Director of Data & Analytics
Technology



Daniel Ågren

The leading grocery retailer in Sweden

Net sales **82,411 MSEK**

Market share **36%**

Supplier to approx. **1,300 ICA** retailers



It's march 2017

Become a Data driven organisation

More value added analysis – faster

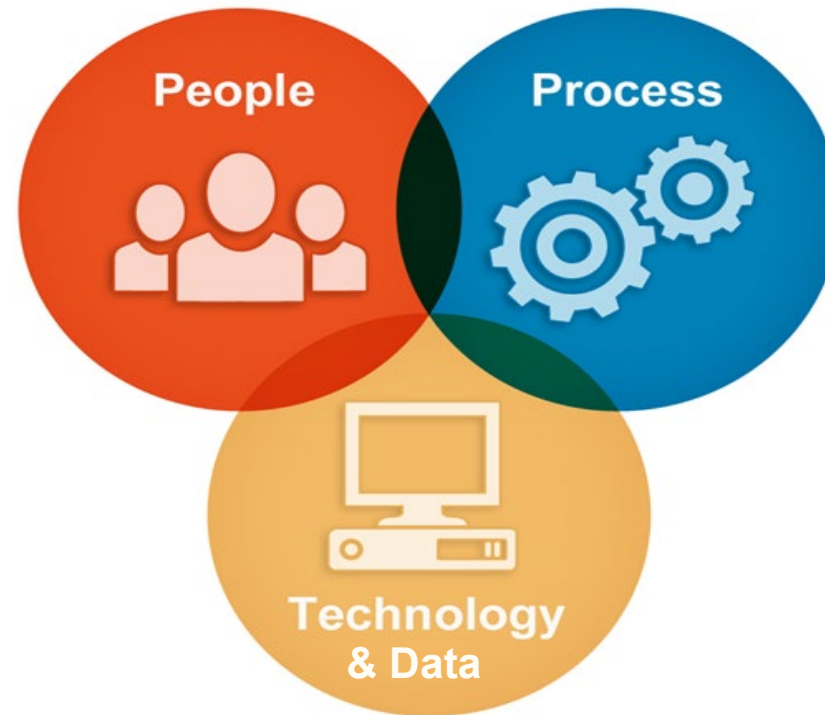


ICA

**Empowering an
organisation with self-
service analytics**

ICA took a successful approach in reaching our goal

Enterprise perspective
with focus on...



People

- IT
- Analysts
- Business



Technology & Data

+4500 users

60 million transactions / day

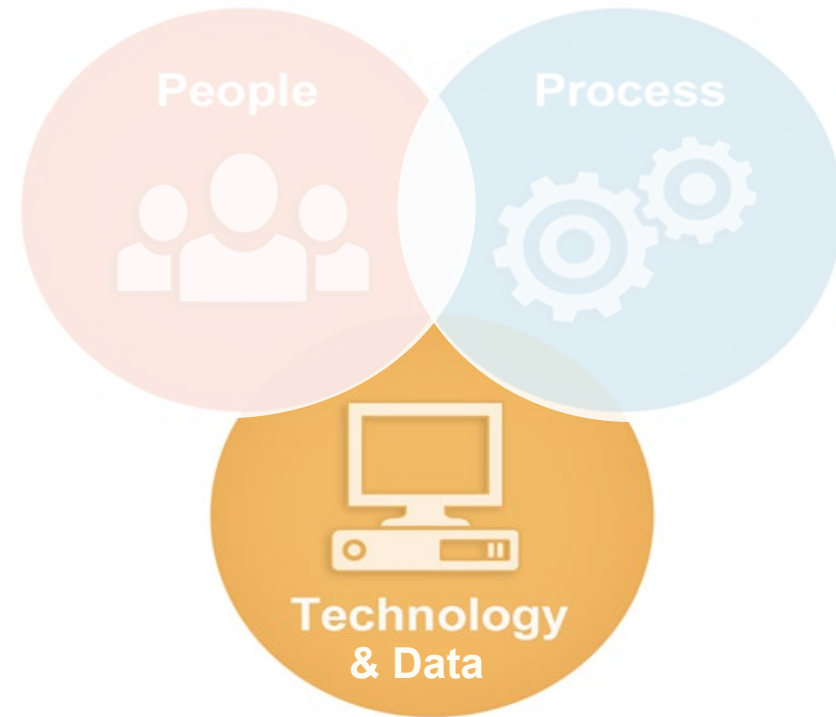
Tableau 16 Core server /
60 Desktop clients



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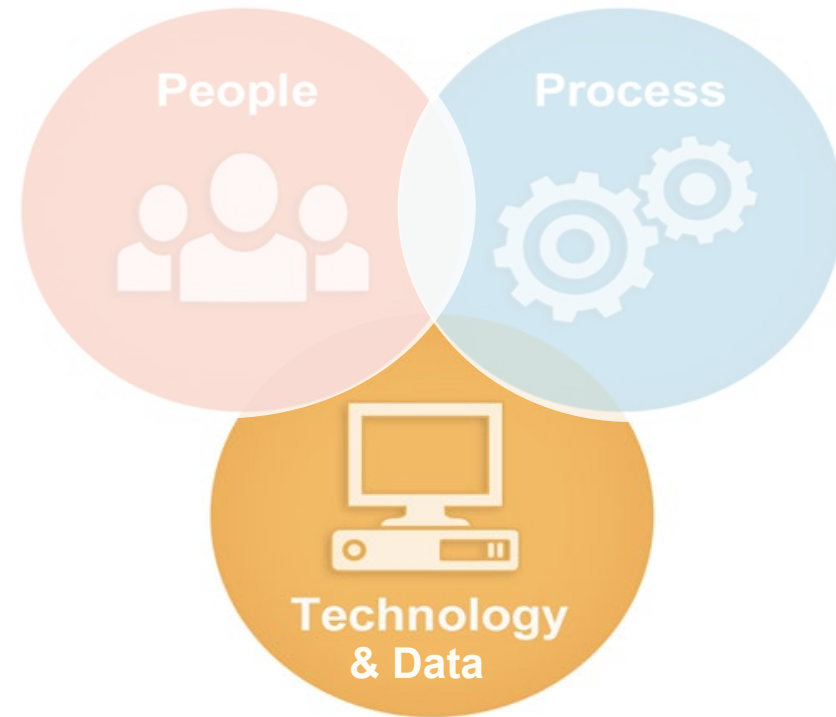
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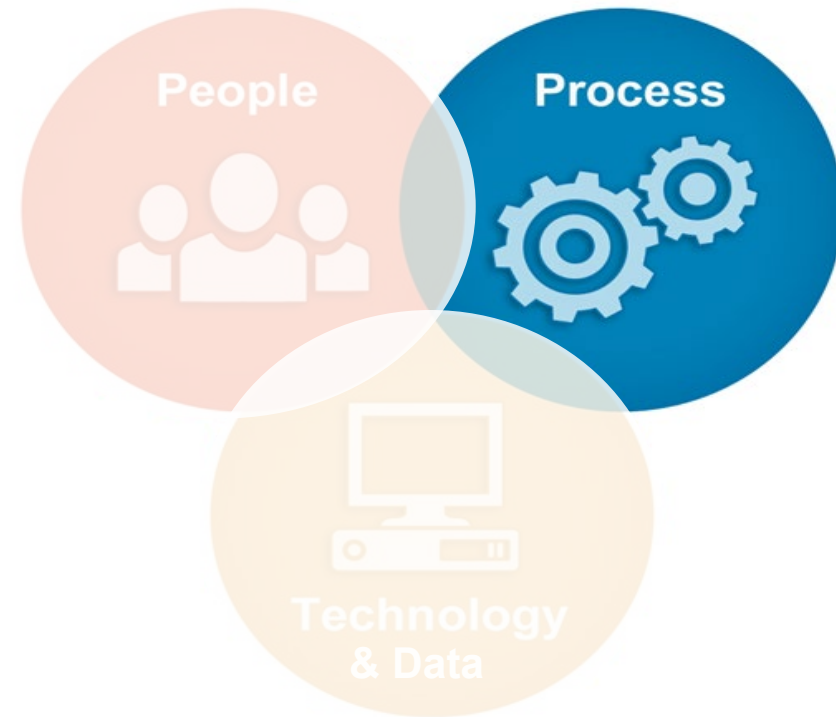
Technology & Data

- Performance
- Data strategy



Process

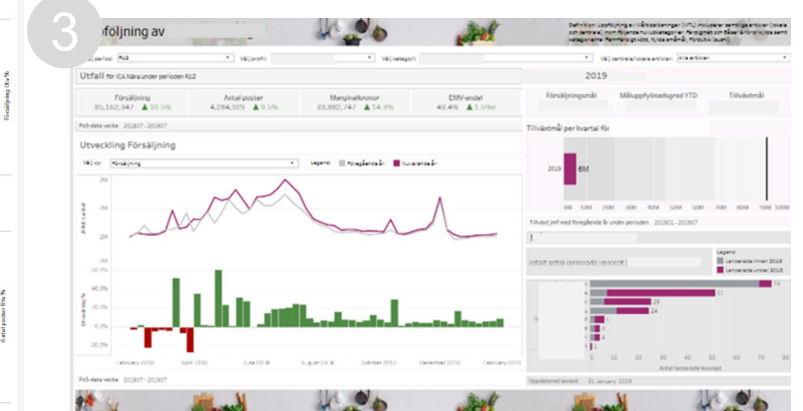
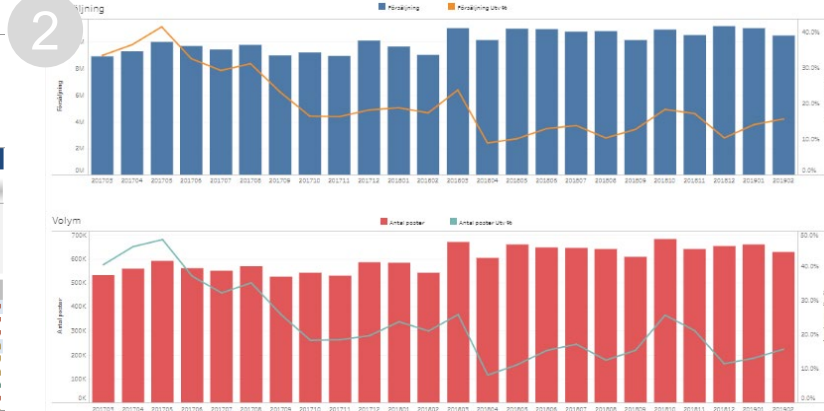
- Efficiency
- Governance



What lies ahead?

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IT'S ALL ABOUT THE PEOPLE & THE DATA

Thanks!